



## Planning Commission Staff Report

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March 25, 2009  
Item 6.b.

- SUBJECT:** PSDR-388
- APPLICANT:** Steve Peterson
- PROPERTY OWNER:** Norman Cornett/Peak Property Main Street, LLC
- PURPOSE:** Application for sign design review approval for a master sign program and new “Comerica Bank” tenant signage for a commercial building located at 600 Main Street.
- ZONING:** Zoning for the property is Central Commercial (C-C), Downtown Revitalization, Core Area Overlay District.
- LOCATION:** 600 Main Street
- ATTACHMENTS:**
1. Exhibit “A.1,” Recommended Conditions of Approval for the Master Sign Program
  2. Exhibit “A.2,” Recommended Conditions of Approval for the Comerica Bank Signs
  3. Exhibit “B,” Master Sign Program for 600 Main Street and Comerica Bank Sign Plans
  4. Exhibit “C,” Location Map
  5. Exhibit “D,” Public Noticing Map
  6. Exhibit “E,” Minutes of the September 24, 2008, Planning Commission Hearing
  7. Exhibit “F,” September 24, 2008, Planning Commission Staff Report for Case PAP-125/PDR-725 with Attachments
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### I. BACKGROUND

A condition of approval for the 2006 Kolln Hardware building expansion at 600 Main Street (Case PDR-458) required that a comprehensive sign program be submitted for sign design review approval prior to installation of any signs. Sign design review applications are normally subject to review and approval by the Zoning Administrator. However, at the September 24, 2008, Planning Commission hearing to review Comerica Bank’s design review application to install an ATM (Case PAP-125/PDR-725), the Planning Commission indicated that it wanted to review any future changes or improvements to the building. Therefore, this application is

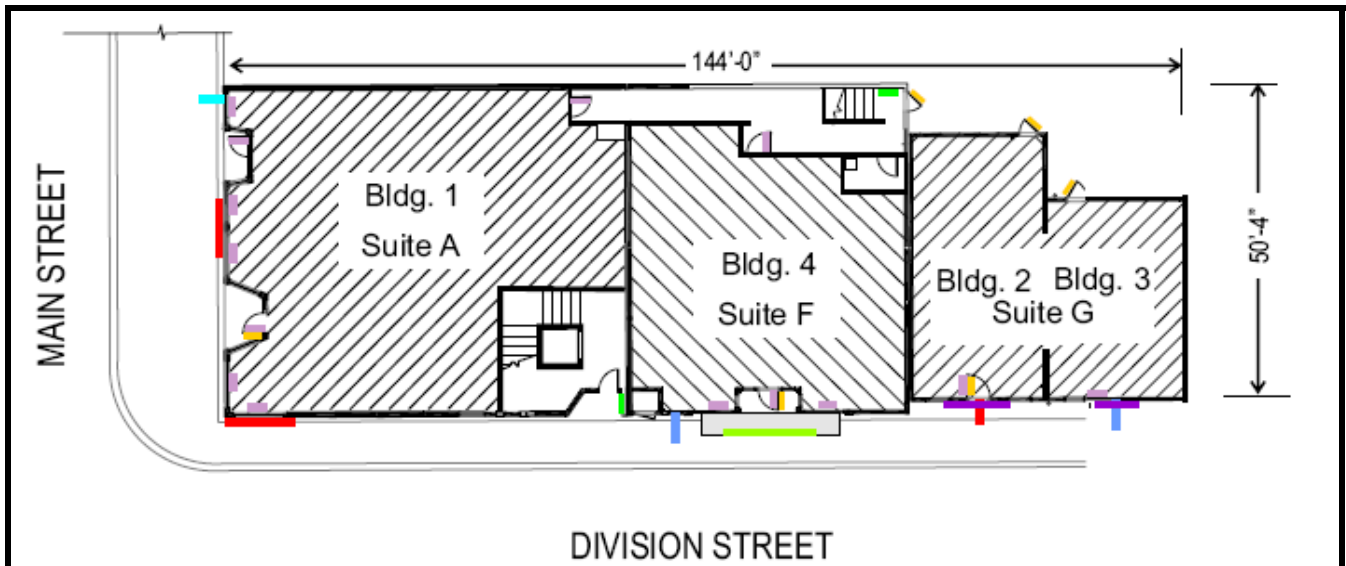
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before the Commission for review and action. The scope of review for this application is limited to the proposed signs. All other improvements on the building have already been reviewed and approved.

## II. SITE DESCRIPTION

The subject site is an approximately 0.17-acre (7,500 square foot) parcel on the northeast corner of Main Street and Division Street. The subject site currently contains the original building on the corner of Main and Division Streets (Building 1 as noted on the site plan below), the two-story addition (Building 4), and two, one-story buildings (Buildings 2 and 3). Comerica Bank will occupy the first floor of Building 1 (Suite A) and Yolatea (selling frozen yogurt, gelato, and pearl tea) will occupy the first floor of Building 4 (Suite F). Buildings 2 and 3 and the second floors of Buildings 1 and 4 are currently unoccupied. There is no parking on the property. There are no trees or other forms of vegetation on the subject site. The site topography is generally flat.

**Site Plan from the Proposed Sign Program**



### Adjacent Properties

Properties adjacent to this site include: a commercial building and private parking lot to the north (608 Main Street); a dentist's office to the east (215 Division Street); commercial buildings to the south (550/560 Main Street), on the opposite side of Division Street; and the City Museum and the Washington Mutual Bank to the west, on the opposite side of Main Street.



2005 Aerial of the Site

**Photographs of the Existing Buildings**



**Main Street Elevation of Building 1**



**Main Street/Division Street Corner Elevation**



**Division Street Elevation of Buildings 1 and 4**



**Division Street Elevation of Buildings 2 and 3**

### III. PROPOSED PROJECT

The proposed application consists of creating a comprehensive sign program for the site and the specific sign designs for Comerica Bank.

#### A. Comprehensive Sign Program

A master sign program has been created for the site that specifies the sign regulations for future tenant signs (i.e., dimensions, location, colors, materials, illumination type, installation requirements, etc.). Building identification and directory signs are also included in the program. Once the sign program is established, individual tenant signs would only need to be submitted for final administrative review by the Planning Division to ensure compliance with the sign program. This is done “over the counter” by the planner on duty.

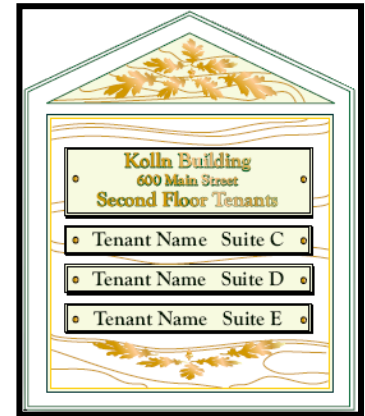
#### Building Identification Signs

Two building identification signs indicating “Kolln Building 600 Main” with gold-colored letters would be installed on Building 1: one on the Main Street elevation and one on the Division Street elevation.



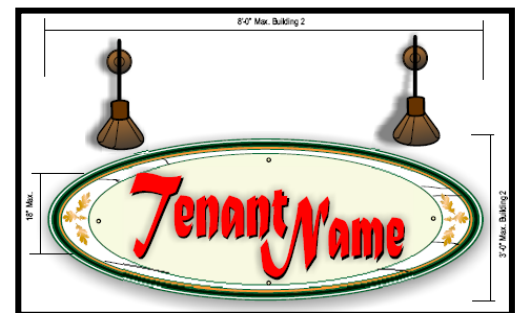
#### Directory Signs

Two directory signs for the upstairs tenants are proposed. One sign would be installed on the Division Street side of the building near the recessed entry door that accesses the elevator and staircase to the second floor. The other directory sign would be located inside the building next to the rear staircase to the second floor. The directory signs would measure 36¼-inches tall by 30-inches wide and would be constructed with a sandblasted high-density sign foam background that resembles sandblasted wood. Individual acrylic tenant sign panels with forest green copy would be mounted below a building address panel with gold vinyl copy. The exterior sign would be illuminated by a dark antique bronze-colored gooseneck-style light fixture.



#### Wall Signs

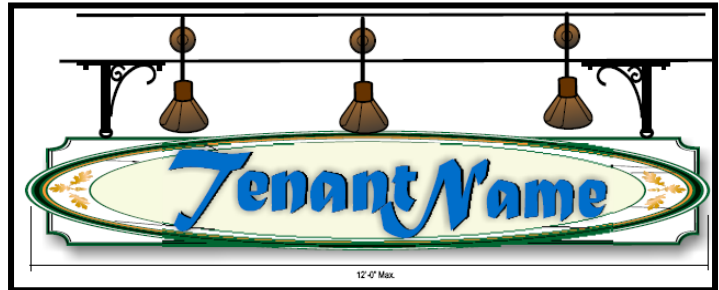
Wall-mounted signs would be allowed over the front entrances of Buildings 2 and 3. The signs could be either rectangular or oval in shape and could measure up to 3-feet tall by 8-feet long. The signs would be constructed with a sandblasted high-density sign foam background panel with painted Sintra® flat cut out (FCO) copy on a raised copy field. Sintra® is a lightweight yet rigid board of moderately



expanded closed-cell polyvinyl chloride (PVC) extruded in a homogenous sheet with a low-gloss matte finish. There would be a forest green-, gold-, and white-colored decorative border around the signs. Illumination would be provided by dark antique bronze-colored gooseneck-style light fixtures.

### Overhang Signs

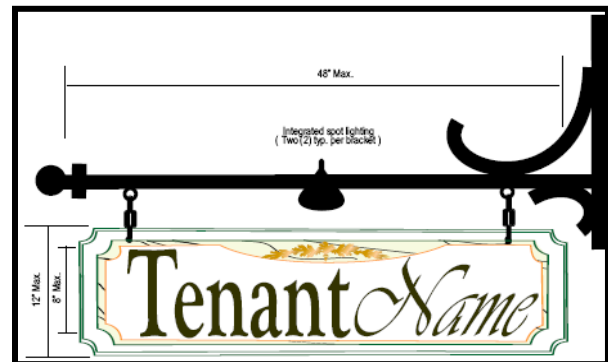
Overhang signs would be allowed on the ground floor tenant spaces of Buildings 1 and 2. A maximum of two signs measuring up to 2-feet tall by 12-feet long could be installed for the Building 1 tenant. The signs would be mounted on the front of the short roof eave between the first and second floors. The signs would be



illuminated by dark antique bronze-colored gooseneck-style light fixtures. For Building 2, one, non-illuminated sign measuring a maximum of 9-inches tall by 36-inches long would be allowed. All overhang signs would be constructed with a sandblasted high-density sign foam panel with painted Sintra® FCO copy on a raised copy field. There would be a forest green-, gold-, and white-colored decorative border around the signs. Decorative wrought-iron brackets would be used to attach the signs to the building.

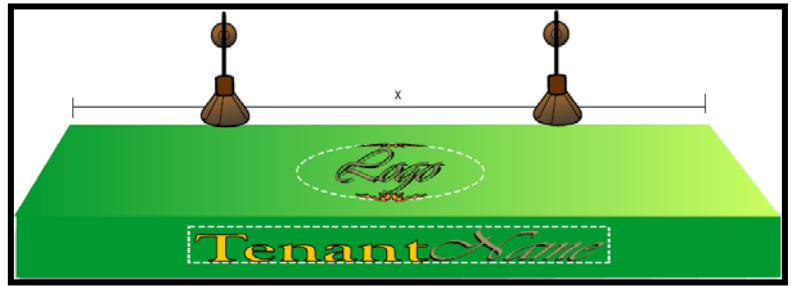
### Blade/Undercanopy Signs

Blade/Undercanopy signs (considered as “Projecting” signs by the Pleasanton Municipal Code) would be allowed on the ground floor tenant spaces of Buildings 1, 3, and 4. One sign measuring up to 12-inches tall by 48-inches long could be installed on the Main Street elevation of Building 1. This sign would be mounted to the pilaster on the north end of the building. For Buildings 3 and 4, the signs could be a maximum of 24-inches tall by 48-inches long. The sign for Building 3 would be mounted above the storefront entry while the sign for Building 4 would be mounted on the wall just west of the storefront windows. All blade/undercanopy signs would be constructed with a sandblasted high-density sign foam panel with Sintra® FCO copy. There would be a forest green-, gold-, and white-colored decorative border around the signs. Decorative wrought-iron brackets would be used to mount the signs to the building. Illumination would be provided by small spot lights integrated into the wrought-iron bracket.



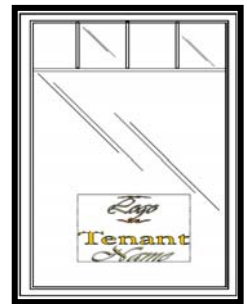
### Awning Sign

Heat transferred or painted sign copy would be allowed on the retractable canvas awning located over the storefront of Building 4. Signage would be limited to 30% maximum coverage of the awning surface. Illumination would be provided by dark antique bronze-colored gooseneck-style light fixtures mounted above the awning.

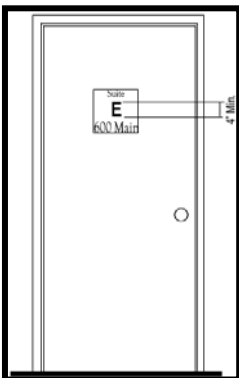


### Window Signs

Gold-colored vinyl sign copy would be allowed on certain first and second floor windows (please see pages 8 and 10 of the sign program for the exact locations). Maximum sign area would be 25% of the window area for the ground floor windows and 21% for the second floor windows.



### Suite ID/Service Door Decals



Small business address signs would be allowed on the front entry and rear service doors. Gold-colored vinyl copy would be used for the front entry doors and black or white copy would be allowed for the rear service doors.

## **B. Comerica Bank Signs**

Sign designs for Comerica Bank were submitted in conjunction with the site's comprehensive sign program. Since some of the Comerica Bank signs deviate from the proposed sign program, staff has brought the Comerica Bank sign plans for the Commission's review and action.

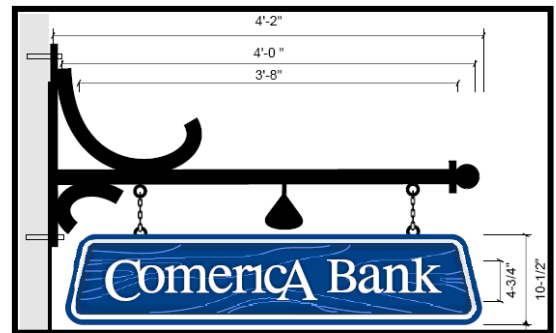
## Overhang Signs

An overhang sign would be installed above the Main Street and Division Street storefront windows at the locations specified in the master sign program. The trapezoidal-shaped signs measure 2-feet tall by 9-feet 3-inches long each. The signs would be constructed with a sandblasted wood panel with Sintra® FCO copy. The signs would have a dark blue background with white copy and a white border stripe. The signs would be mounted to the building and illuminated in conformance with the proposed sign program.



## Blade Sign

A blade sign would be mounted to the pilaster on the north end of the Main Street elevation. The trapezoidal-shaped sign measures 10½-inches tall by 4-feet long. The sign would be constructed with a sandblasted wood panel with raised copy. The sign would have a dark blue background with white copy and a white border stripe.



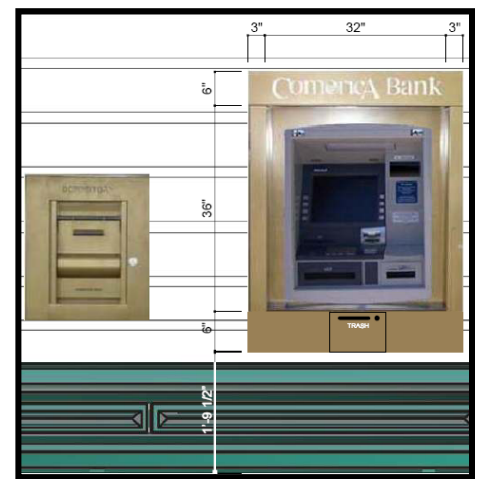
## Window Sign



A trapezoidal-shaped “Comerica Bank” sign measuring 37/8-inches tall by 18-inches long would be installed in the window of the Main Street entry door. Business hours would also be displayed in 3/4-inch tall copy. The signs would have blue- and white-colored vinyl copy. Window coverage would be approximately 10.9% of the window area.

## ATM Sign

A small “Comerica Bank” sign with maximum 4-inch tall white-colored letters would be located within the upper portion of the metal ATM surround. The sign would have routed-out, push-through copy with internal illumination.



Also, due to structural issues in the existing building, the locations of the ATM and night deposit box were swapped from the locations shown on the approved plans for PAP-125/PDR-725.

#### **IV. ANALYSIS**

##### **A. Comprehensive Sign Program**

The subject property is located in the Downtown Specific Plan Area and Downtown Revitalization District and is subject to the Downtown Design Guidelines. Signs in the Downtown are subject the regulations and guidelines stated in the Downtown Revitalization District chapter of the Municipal Code and the Downtown Design Guidelines. The proposed sign types, materials, dimensions, area, and illumination conform to the Municipal Code and Downtown Guidelines. Furthermore, staff finds the signs to be attractive and compatible with the historic buildings. The sign program also strikes an adequate balance between being rigid enough to create consistency between all of the signs and being flexible to allow tenants to customize certain aspects of their signs. For example, the wall, overhang, and blade/undercanopy signs would be required to have similar border/edge designs and colors, but the tenants could select their own sign fonts, field and copy colors, and, to a limited extent, materials.

Staff has included a condition to clarify and/or correct a few items in the sign program. For example: on page 10, the gooseneck lights need to be shown for the Building 3 wall sign; on pages 8 and 10, the location of the overhang sign and gooseneck lights need to be shown higher to reflect that they would be installed on the overhang; and, on page 20, the maximum sign length and height need to be established for the sloping portion of the awning and the maximum sign length needs to be established for the valence. Furthermore, the blade/undercanopy sign proposed on the north end of Main Street elevation is proposed to be mounted on the decorative pilaster. Staff believes the mounting plate for this sign (shown on page 9 of the Comerica Bank sign plans) would obscure the pilaster and its detailing. Therefore, staff recommends that the blade/undercanopy sign be attached to the northern wall of the building. Also, to provide added flexibility, staff recommends that the sign materials for the wall, overhang, and blade/undercanopy signs be expanded to allow wood or high-density sign foam for the sign panel material and to allow wood, high-density sign foam, metal, or Sintra<sup>®</sup> (or equivalent) letters for the sign copy material. Please see condition no. 2 of Exhibit A.1 for the complete list of staff-recommended changes.

##### **B. Comerica Bank Signs**

While the proposed Comerica Bank signs comply with the regulations and guidelines stated in the Downtown Revitalization District and the Downtown Design Guidelines, the signs don't conform to every respect of the proposed sign program as noted below.



## Overhang and Blade Signs

The sign design, shape, and colors of the overhang and blade signs do not comply with the master sign program. While staff understands Comerica Bank's desire to retain its corporate image, staff believes it is also important to retain some consistency in the building signage, particularly for a historic building such as the Kolln Hardware building. Therefore, staff recommends that the signs be redesigned to conform to the sign criteria shown on pages 15 and 17 of master sign program. Staff notes that Comerica could retain the same blue and white colors in the center portion of the signs and the letter style/font would not need to be changed. Please see the figures below for a comparison of the proposed overhang sign and a preliminary sketch of what the overhang sign would look like if revised to comply with the sign program. Staff also notes that the master sign program would allow Comerica to increase the overhang sign length to 12 feet (from 9 feet 3 inches), increase the overhang sign copy height to 18-inches (from 11 inches), increase the blade sign panel height to 12-inches (from 10½ inches), and increase the blade sign copy height to 8-inches (from 4¾ inches).

### Proposed Overhang Sign



### Overhang Sign Revised to Conform to the Master Sign Program



Should the Planning Commission find the Comerica Bank overhang and blade signs to be acceptable as proposed by the applicant, then condition no. 2.a. of Exhibit A.2 would need to be deleted. In addition, staff would suggest that the Commission add a condition stating that the Comerica Bank sign deviations only apply to this specific case and that future tenant signs shall be required to comply with the master sign program for the site.

Staff has included a condition to clarify and/or correct a few items on the overhang and blade sign plans. For example: on pages 4 and 5, the gooseneck lights for the overhang signs need to be revised to be consistent with the design and location shown on page 6; on page 7, the

“dark antique bronze” color shall be specified for the gooseneck lights; and on page 9, the lights on the blade sign should utilize a curved arm that matches the arm shown in the master sign program. Please see condition no. 3 for the complete list of staff-recommended changes.

### ATM Sign

On September 24, 2008, the Planning Commission reviewed and approved the location, colors, materials, and lighting for the Comerica Bank ATM and night deposit box. Although the currently proposed ATM sign was shown on the ATM elevation the Commission had reviewed, staff had indicated that the sign would be reviewed as part of the sign program for the building. Staff finds this small sign to be supportable as proposed.

Comerica Bank is proposing to flip the locations of the ATM and night deposit box as shown on the current sign plans. The approved materials, colors, etc. of the ATM and night deposit box remain the same. The Planning Commission had specifically stated that any changes be reviewed by the Planning Commission. Consistent with that direction, staff has brought this minor revision to the Commission for its review. Staff believes the intent of the previous approval is being implemented as shown on the proposed Exhibit B and finds the minor change to the locations of the ATM and night deposit box to be acceptable.

### **Pleasanton Downtown Association**

On September 16, 2008, the proposed application was reviewed by the Design and Beautification Committee of the Pleasanton Downtown Association (PDA). The PDA supported both the proposed comprehensive sign program and the Comerica Bank signs. The plan reviewed by the PDA included a 12-inch maximum sign panel height for the blade/undercanopy signs. The PDA had suggested increasing the sign panel height for the blade/undercanopy signs on the Division Street elevation to make the signs more visible from Main Street. The sign program was revised to comply with the PDA's recommendation and now includes a 24-inch maximum sign panel height for the blade/undercanopy signs on the Division Street elevation.

## **V. PUBLIC NOTICE**

Notices regarding the proposed application and related public hearing were mailed to property owners and tenants within 1,000 feet of the subject property (please see Exhibit D for a map of the noticing area). At the writing of this report, staff had not received any responses from the surrounding property owners or tenants.

## **VI. ENVIRONMENTAL ASSESSMENT**

New on-site signs are categorically exempt (Section 15311, Class 11) from the requirements of CEQA. Therefore, no environmental document accompanies this report.

## **VII. CONCLUSION**

Staff has worked with the applicant to ensure the proposed signs would be attractive and compatible with the historic Kolln Hardware buildings. With the changes addressed in the conditions of approval, staff believes that the signs meet these objectives, are appropriate, and complement the historic architecture of the Kolln Hardware Building which is considered by the community as an icon.

## **VIII. STAFF RECOMMENDATION**

Staff recommends that the Planning Commission approve Case PSDR-388, subject to the conditions shown in Exhibits A.1 and A.2.

*For comments or questions concerning this project, please call: Steve Otto, Associate Planner (phone: 931-5608 or email: [sotto@ci.pleasanton.ca.us](mailto:sotto@ci.pleasanton.ca.us))*